

FILE

APRIL 21

1969

fashion calendar

29th year • issued weekly

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| JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
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| SEPTEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | OCTOBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | NOVEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | DECEMBER S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK ENDING SATURDAY, APRIL 19, 1969</u> | | | |
| Thursday April 17 3:00 P.M. | PREVIEW: ADVANCE FALL COLLECTION By reservation. Contact: Valerie Ward, LW. 4-2717. | MOE NATHAN | 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR |
| Thursday April 17 3:30 P.M. | PRESS PREVIEW OF '69-'70 SKIWEAR Advance showing of Ernst Engel winter '69-'70 skiwear fashions, featuring Caprolan nylon. By invitation. Contact: Pat McManus, Donald Degnan Assoc., 511 Fifth Avenue, 867-0808. | ALLIED CHEMICAL CORPORATION | ERNST ENGEL SHOWROOM 1407 BROADWAY-27TH FL. |
| Thursday April 17 4:00 P.M. Cocktails | PREVIEW: EARLY FALL COLLECTION Preview of Levino Verna's first collection for Laurence Gross. By invitation. Continuous showings beginning Mon., April 21. Contact: BR.9-3650. Publicity: Mary Wooley, Firestone Associates, 924-4728. | LAURENCE GROSS (498 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| Beginning Thursday April 17 | ADVANCE FALL COLLECTION Continuous showings of advance Fall collection designed by Jeannene Booher. Contact: IO. 3-6126. Publ.: Essie Pinsker, WI. 7-2514. | CLARET ORIGINALS | 498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Beginning Thursday April 17 | FALL KNIT AND CAPSULE COLLECTION Designed by Bruce Krull. Continuous showings. Contact: 924-4525. | DANIKA | 498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Friday April 18 9:00 A.M. Breakfast | OPENING OF '69-'70 SKI COLLECTIONS Press preview of new ski fashions from Munich at a German breakfast. By invitation. Publicity: Joan Parker, 688-5247. | AMERICAN BOGNER | HOTEL PLAZA WHITE AND GOLD SUITE |
| Friday April 18 12:00 Noon Luncheon | "RETAILING: SHOW AND TELL" LUNCHEON Speakers: Mr. E. B. Weiss, V.P. Creative Merchandising, Doyle Dane Bernbach; Mr. Stanley J. Goodman, President, May Dept. Stores. Co-chmn.: Frances Hodges, V.P., Merchandising Motivation; Sheila Levy, Fashion Dir., Gimbel's. Price: \$15.00, members; \$20.00, guests. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL AMERICANA BALLROOM |
| Friday April 18 9:00 P.M. Dinner | EIGHTH ANNUAL BOTTICELLI BALL Showing of fashions by Sarmi. Hairstyles by Elizabeth Arden Salons. Fashion Show Chairman: Lisa Curtis, MU. 4-7444. | ORPHANS OF ITALY, INC. | HOTEL PLAZA GRAND BALLROOM |
| Saturday April 19- April 23 | ANNUAL SNOW SHOW Ski and winter sports apparel, equipment, footwear, accessories from 80 manufacturers. Contact: Doris Taplinger, 874-3030. | SKI COUNCIL OF AMERICA (415 MADISON AVENUE) | THE NEW YORKER HOTEL 8TH AVE. & 34TH ST. |

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| Saturday April 19- April 23 | SKI FURS: MEN, WOMEN, CHILDREN Daily continuous showings of fur parkas, ski coats, sportcoats, hats, and apres-ski wear for men, women, children. Refreshments. (<u>Preview, by invitation, Mon., April 21, 9:00 A.M.</u>) Publicity: Lisa Curtis, 684-7444. | MR. FRED FOR FUR AND SPORT | 224 WEST 30TH(2 BLKS FROM STATLER-HILTON) |
| Saturday April 19- April 24 | SIXTEENTH ANNUAL SKI TRADE SHCW Ski apparel, equipment, footwear, accessories from 164 member firms. (<u>Chicago, Fri., March 21-24, La Salle Hotel; Los Angeles, Sat., March 29-April 2, Ambassador Hotel.</u>) Contact: Ralph des Roches, 689-1266. | SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH) | STATLER-HILTON HOTEL 7TH AVE.& 33RD STREET |
| <u>WEEK BEGINNING MONDAY, APRIL 21, 1969</u> | | | |
| Monday April 21 10:30 A.M.& 11:00 A.M. | OPENING: EARLY FALL COLLECTIONS Leonard Arkin at 10:30; Andrew Arkin and Miss Arkin at 11:00. By reservation. Thereafter continuous. | LEONARD ARKIN; ANDREW ARKIN | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Monday April 21 11:00 A.M. | OPENING: EARLY FALL COLLECTION By reservation. Contact: CH. 4-3169. | MODERN COUTURE | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Monday April 21 11:00 A.M. | ADVANCE FALL COLLECTION Designed by David Kidd. Also April 23 at 11:00. By reservation. Contact: BR. 9-5794. Publicity: Eleanor Lambert, MU. 8-2130. | MARQUISE | 512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR |
| Monday April 21 11:30 A.M. | OPENING: EARLY FALL COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Monday April 21 12:00 Noon | OPENING OF FALL COLLECTION By reservation. Thereafter continuous. Contact: PE. 6-6983. | PAUL BLUMENSTEIN; ALISON | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Monday April 21 2:30 P.M. | COLLECTION FOR EARLY FALL Designed by Ole Borden. By reservation. Contact: Murray Solomon, LO.4-3600. | REMBRANDT | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Monday April 21 4:00 P.M. | OPENING OF EARLY FALL COLLECTION Designed by Pam Lawrence. By reservation. Contact: BR. 9-5991. | MISS MIGNON | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Monday April 21 6:00 P.M. Cocktails | PRESS PARTY TO CELEBRATE RE-OPENING "Intermission Is Over!"--Jerry Goldfarb and Terry Ryan party for press, by invitation. (Splendiferous will be open Tues., April 22.) Contact: Joyce Lorner, 628-2880. | SPLENDIFEROUS | 1312 THIRD AVENUE AT 75TH STREET |
| Monday April 21 7:00 P.M. Cocktails- Dinner | PRESS PREVIEW OF CHINA & COOKWARE Preview for press only to celebrate new collection by Block of china and crystal; also cast-iron cookware. By invitation. (<u>For Release, Wed., April 23.</u>) Publicity: Hillary Garrison, OR. 9-7800. | B. ALTMAN & COMPANY | 4TH FLOOR |

READY-TO-WEAR TIME TABLE, WEEK OF APRIL 21

For more details, refer to specific listings in current and previous issues.

| <u>MONDAY, APRIL 21</u> | <u>TUESDAY, APRIL 22</u> | <u>WEDNESDAY, APRIL 23</u> | <u>THURSDAY, APRIL 24</u> |
|--|---|---|---------------------------------|
| 9:00 | Jerry Silverman | | Malcolm Charles |
| 10:00 | Adele Simpson Henry Friedrichs Ben Reig | | Adele Simpson |
| 10:30 Leonard Arkin | | STJ Pattullo-Jo Copeland | Golet |
| 11:00 Andrew Arkin Modern Couture Marquise | | Gino Charles Marquise | |
| 11:30 Mignon | Abe Schrader | | Mort Schrader |
| 11:45 | Jobere | | |
| 12:00 Paul Blumenstein; Alison | | Harold Levine | |
| 1:00 | Jerry Silverman Sport Sophisticates | Jeunesse Pat Sandler | Harvey Berin Richard Blauner |
| 1:30 | | | Adri |
| 2:00 | | Barberini | Adolph Blank |
| 2:30 Rembrandt | Christian Dior-N.Y. | Larry Aldrich Branell M.S. Couture Trigere | |
| 3:00 | A.S. Costumes | Anne Fogarty | |
| 4:00 Miss Mignon | Mallory Harmay | Adolph Blank Ginala Maisonette | Barbarella Malcolm Starr |
| 5:00 | | Ceil Chapman | <u>FRIDAY, APRIL 25</u> |
| | | 10:30 Pattullo-Jo Copeland | |
| | | 1:00 Harvey Berin | |

Beginning ALL-SEASON ELLEN LOCKWOOD 1410 BROADWAY
Monday COLLECTION SHOWROOM - 19TH FLOOR
April 21 Dresses, sportswear, and accessories; also, special beachwear. Contact:
WI. 7-6122.

Monday CAPSULE FALL STANLEY NELSON, INC. HOTEL PLAZA
April 21- COLLECTION FREDLEY OF CALIFORNIA PRIVATE SUITE
April 30 Showings by appointment. Contact: Stanley Lieberman, PL. 9-3000.

CONTINUOUS SHOWINGS--These Collections Have Opened

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| AMBA KNITS for JUNIOR SOPHISTICATES | .498 Seventh Avenue, 4th Floor, LO. 4-0462. |
| AQUANALA | .512 Seventh Avenue, 34th Floor, 736-1076. |
| CARLYE DRESS | .498 Seventh Avenue, 9th Floor, WI. 7-9258. |
| GREGG DRADDY | .498 Seventh Avenue, 16th Floor, LW. 4-4197. |
| FAIRMOOR COAT. | .512 Seventh Avenue, 18th Floor, LO. 5-6340. |
| SEYMOUR FOX. | .512 Seventh Avenue, 22nd Floor, LO. 4-3246. |
| ANNEMARIE GARDIN | .550 Seventh Avenue, 4th Floor, 594-5483. |
| GINORI | .498 Seventh Avenue, 12th Floor, 244-2700. |
| GOLLWORM | .1410 Broadway, 20th Floor, 244-1700. |
| HARMON KNITWEAR (Rudi Gernreich) | .530 Seventh Avenue, 20th Floor, 695-1617. |
| JONNY HERBERT; PAB LTD.. | .498 Seventh Avenue, 18th Floor, IO. 5-6900. |
| JAEGER | .430 Park Avenue, 10th Floor, 758-6211. |
| JUNIOR ACCENT. | .498 Seventh Avenue, 10th Floor, IO. 4-1434. |
| LOOMTCGS | .1407 Broadway, 35th Floor, 594-2100. |
| MAM'SELLE. | .498 Seventh Avenue, 9th Floor, CH. 4-7373. |
| THE MARKET | .1407 Broadway, 21st Floor, 565-6475. |
| LEO NARDUCCI SPORT | .530 Seventh Avenue, 11th Floor, 594-5660. |
| ROBERT PETERS by MICIA OF ROME | .1400 Broadway, 5th Floor, 244-4131. |
| RENBROOK | .205 West 39th Street, 9th Floor, 736-1310. |
| SAINT JOSEPH (Don Simonelli) | .530 Seventh Avenue, 8th Floor, 889-5560. |
| SPORTOWNE COAT LTD.. | .500 Seventh Avenue, 7th Floor, 594-6900. |
| RUSSEL TAYLOR, INC. | .512 Seventh Avenue, 11th Floor, LO. 5-2636. |
| MR. THOMSON. | .1410 Broadway, 22nd Floor, WI. 7-6700. |
| TUDOR SQUARE | .1407 Broadway, 21st Floor, 279-8120. |
| ULLA | .550 Seventh Avenue, 4th Floor, BR. 9-6310. |
| YOUNG MODES BY SUSUMU. | .498 Seventh Avenue, 14th Floor, WI. 7-1643. |

Beginning
Monday
April 21

OPENING: EARLY
FALL COLLECTION

By appointment only. Contact: LO. 3-4358.

VERA MAXWELL

530 SEVENTH AVENUE
SHOWROOM - 26TH FLOOR

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---------------------------------|--|---------------------------------------|---|
| Beginning Monday April 21 | EARLY FALL COLLECTION Designed by Dorothy Arden. Continuous, by appointment. Contact: LW.4-0220. | ARBE ORIGINALS | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Monday April 21 | EARLY FALL KNIT COLLECTION "Day to dusk to revelry." Contact: Miss Harriet, 947-3406. | BIZET IMPORTS | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Beginning Monday April 21 | OPENING: ADVANCE FALL COLLECTION By appointment. Contact: Marcella Wolfe, BR. 9-8575. | MR. BLACKWELL | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Beginning Monday April 21 | EARLY FALL COLLECTION Designed by Frances Prisco. Contact: LO. 4-9311. | TED BROWN, INC. | 498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Monday April 21 | OPENING OF ADVANCE FALL COLLECTION Continuous by appointment. Contact: Jay Sarnoff, CH. 4-3550. | JAY L. SARNOFF LTD. CUSTOM COUTURE | 512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR |
| Beginning Monday April 21 | OPENING: EARLY FALL COLLECTION Continuous showings. Contact: LO. 4-3470. | DEEBS BY EDIE GLADSTONE | 512 SEVENTH AVENUE SHOWROOM - 44TH FLOOR |
| Beginning Monday April 21 | OPENING: ADVANCE FALL COLLECTION Early Fall and apres-ski collection. Contact: HA. 1-1676. | DESIGN THAI | 1 EAST 53RD STREET SHOWROOM - 10TH FLOOR |
| Monday April 21- April 29 | EARLY FALL COLLECTION By appointment. Contact: Dick Steiner, CI. 7-2200. | ESTEVEZ FOR NEAL | HOTEL GOTHAM PRIVATE SUITE |
| Beginning Monday April 21 | OPENING OF EARLY FALL COLLECTION Continuous showings. Contact: Rod Owens, 279-2535. | BERT GEIGER (LOS ANGELES) | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Beginning Monday April 21 | EARLY FALL COLLECTION By appointment. Contact: Walter Oppenheimer, CI. 7-2200. | HEIGA (722 SO.L.A. STREET) | HOTEL GOTHAM SUITE 1609 - 1610 |
| Beginning Monday April 21 | EARLY FALL COLLECTION Continuous showings. Contact: Kay Farmer, OX. 5-4812. | HOUSE OF JAMISON | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Beginning Monday April 21 | ADVANCE FALL COLLECTION Continuous showings. Contact: Miss Fritzi, LO. 5-4115. | NAT KAPLAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Beginning Monday April 21 | EARLY FALL COLLECTION Continuous showings. Contact: LA. 4-7900. | GAYLE KIRKPATRICK | 530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR |
| Beginning Monday April 21 | OPENING OF FALL JUNIOR COLLECTION Continuous showings. Contact: Audrey Brock, OX. 5-6440. | LANZ | 1407 BROADWAY SHOWROOM - 26TH FLOOR |

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| Beginning Monday April 21 | OPENING: ADVANCE FALL COLLECTION Designed by Ronnie Simon. | PARNES FEINSTEIN; PF KNITS Continuous showings. | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR Contact: BR. 9-0952. |
| Beginning Monday April 21 | OPENING OF EARLY FALL COLLECTION Showings by reservation. | PETTI 4'S Contact: George Rappaport, | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR CH. 4-3558. |
| Beginning Monday April 21 | EARLY FALL COLLECTION Designed by Patrick Porter and Leamond Dean. | RONA Continuous showings. | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Contact: LO. 5-1036. Publicity: Barbara Kling, LT. 1-8024. |
| Beginning Monday April 21 | OPENING: ADVANCE FALL COLLECTION Continuous showings. | THE SIDNEYS Contact: LA. 4-2880. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Beginning Monday April 21 | OPENING OF FALL COLLECTION Showing of Fall collections in new showroom. | TOWN SOPHISTICATES; TOWN SPORT Contact: Elaine Rashap or Diane Palmer, 564-4585. | 1400 BROADWAY SHOWROOM - 22ND FLOOR |
| Monday April 21- April 25 | EARLY FALL COLLECTION By appointment. | TRAVILLA (122 E. 7TH ST., L.A.) Contact: Dolores Byers, PL. 9-3000. | HOTEL PLAZA PRIVATE SUITE |
| Beginning Monday April 21 | OPENING: EARLY FALL COLLECTION Designed by Bill Haire. | VICTORIA ROYAL LTD. Continuous showings. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR Contact: WI. 7-6845. Publicity: Essie Pinsker Associates, WI. 7-2514. |
| Beginning Monday April 21 | EARLY FALL COLLECTION Continuous showings. | WERLE (626 N. ROBERTSON, L.A.) Contact: Terry Fry, CI. 7-2200. | HOTEL GOTHAM. PRIVATE SUITE |
| Tuesday April 22 9:00 A.M. and 1:00 P.M. | OPENING OF FALL COLLECTION Fall collection designed by Shannon Rodgers for Jerry Silverman, on 25th floor, by <u>invitation only</u> . Thereafter by appointment only, 10th floor showroom. | JERRY SILVERMAN Contact: Jeanne Dionne, CH. 4-4940 or CH. 4-7522. | 530 SEVENTH AVENUE SHANNON RODGERS' STUDIO |
| Tuesday April 22 10:00 A.M. | OPENING OF FALL COLLECTION Also April 24, 30 at 10:00. | ADELE SIMPSON By reservation. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Contact: LA. 4-7626. |
| Tuesday April 22 10:00 A.M. | SHOWING OF EARLY FALL COLLECTION "Trophy" collection of coats and suits for early Fall. (Second showing) By appointment. | HENRY FRIEDRICKS Contact: Alan Baron, 736-8867. | 205 WEST 39TH STREET SHOWROOM - 13TH FLOOR |
| Tuesday April 22 11:30 A.M. | OPENING: ADVANCE FALL COLLECTION Designed by Belle Saunders. | ABE SCHRADER By reservation. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112. |

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| Tuesday April 22 11:45 A.M. | OPENING: ADVANCE FALL COLLECTION Also, May 14 at 11:45. By reservation. Contact: Jean Palitz, PE. 6-1351. | JOBBER BY ANTHONY MUTO | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| Tuesday April 22 1:00 P.M. | EARLY FALL COLLECTION By appointment. Contact: LO. 4-0462. | SPORT SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Tuesday April 22 2:30 P.M. | OPENING OF FALL CAPSULE COLLECTION By reservation. Contact: Mary Kloss, LO. 4-9220. | CHRISTIAN DIOR- NEW YORK, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Tuesday April 22 3:00 P.M. | EARLY FALL COLLECTION By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112. | A.S. COSTUMES BY SCHRADER | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Tuesday April 22 4:00 P.M. Cocktails | SHOWING OF FALL COLLECTION Designed by Nan Herzlinger. By invitation. Thereafter in showroom, 19th floor, by appointment. Contact: Betty Hanson, WI. 7-4406. | MALLORY (530 SEVENTH AVENUE) | DELMONICO'S BALLROOM |
| Tuesday April 22 4:00 P.M. | OPENING OF EARLY FALL COLLECTION Also Mon., April 28 at 4:00. By reservation. Contact: PE. 6-5547. | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday April 22 4:00 P.M. Cocktails | PREVIEW: FALL DESIGNER FASHIONS Fall '69 American Designers collection in Crompton fabrics. <u>Show at 4:45.</u> By invitation. Contact: Helen Boyd, LO. 4-2900. | CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE) | HOTEL PIERRE BALLROOM |
| Tuesday April 22 4:00 P.M. | COCKTAIL PARTY FOR BEAUTY EDITORS By invitation. Contact: Anna Wariner, Market Place Products, MU. 5-3400. | PARFUMS D'ORSAY, INC.; MADELEINE DE RAUCH | ST. REGIS ROOF |
| Beginning Tuesday April 22 | ADVANCE FALL COLLECTION Continuous showings. Contact: LO. 5-2626. | ARKAY | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Beginning Tuesday April 22 | OPENING OF FALL COLLECTION Contemporary clothes designed by Eleanor Brenner. Continuous showings. For appointment, contact: Ruth Shiller, 947-9677. | BRENNER COUTURE | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Beginning Tuesday April 22 | ADVANCE FALL COLLECTION Continuous showings. Contact: LO. 5-2626. | CAVENDISH JUNIORS | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| Beginning Tuesday April 22 | ADVANCE FALL COLLECTION After-five, evening, and debutante collection; also special group of hostess fashions. By appointment. Contact: Wilhelmina Von Heflick, 755-5529. | EVA HAYNAL | 435 FIFTH AVENUE SHOWROOM - 6TH FLOOR |
| Beginning Tuesday April 22 | OPENING: EARLY FALL COLLECTION Continuous by appointment. Contact: Bob Miller, 594-6880. | MILBO, INC. | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |

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| Beginning Tuesday April 22 | EARLY FALL COLLECTION "Early Fall Begins." | MR. MORT BY STAN HERMAN Continuous showings. Contact: 524-3818. | 498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Beginning Tuesday April 22 | OPENING OF FALL COLLECTION By appointment. Contact: Alina Roux, 246-2747. | KEN SCOTT (MILAN, ITALY) | 16 WEST 55TH STREET SHOWROOM - 2ND FLOOR |
| Wednesday April 23 10:30 A.M. | SHOWING OF FALL KNITS Fall collection of dresses, coats, pants. By reservation. Contact: Doug Sylvia, OX. 5-2900. Publicity: Essie Pinsker Associates, WI. 7-2514. | STJ BY MARSHALL KLUGMAN | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Wednesday April 23 10:30 A.M. | OPENING: ADVANCE FALL COLLECTION Also April 25, 29 at 10:30. By reservation. Contact: LO. 3-5650. | PATTULLO-JO COPELAND | 498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Wednesday April 23 11:00 A.M. | OPENING OF FALL COLLECTION Designed by Beverly Moyer and Bill de Natale. By reservation. Contact: 524-4510. Publicity: Rea Lubar, 279-0790. | GINO CHARLES | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Wednesday April 23 12:00 Noon | OPENING: EARLY FALL COLLECTION Designed by Don Breitingner. Also May 13 at 12:00 Noon. By reservation. Contact: LA. 4-0237. | HAROLD LEVINE | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Wednesday April 23 12:30 P.M. Luncheon | FASHION SHOW AT LUNCHEON "Swim and Beach Fashions" collection. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212. | ROBBY LEN (1410 BROADWAY) | BARBETTA RESTAURANT 321 WEST 46TH STREET |
| Wednesday April 23 1:00 P.M. | OPENING: FALL AND WINTER COLLECTION Designed by George Samen. By invitation. Contact: Mary Lou Levine, OX. 5-6234. | JEUNESSE | 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Wednesday April 23 2:00 P.M. | OPENING OF EARLY FALL COLLECTION Showing of coats, suits, costumes. By invitation. Informal showings thereafter. Contact: Alyson Shirk, FE. 6-2291. | BARBERINI | 512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR |
| Wednesday April 23 2:30 P.M. | OPENING OF EARLY FALL COLLECTION Designed by Marie McCarthy. Also April 29, May 14, 20 at 2:30. By reservation. Contact: CH. 4-1872. | LARRY ALDRICH ASSOCIATES, INC. | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Wednesday April 23 3:00 P.M. | OPENING: EARLY FALL COLLECTION By reservation. Contact: Shirley Ornstein, LO. 4-9115. | ANNE FOGARTY | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Wednesday April 23 3:30 P.M.- 6:30 P.M. | "NENA'S CHOICE"-- PRESS OPENING Opening of new art gallery -- Nena's Choice" -- at Bergdorf Goodman. By invitation. Publicity: Susan Fine, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |

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| Wednesday April 23 4:00 P.M. | PRESS PREVIEW: FALL COLLECTION Fall press preview of Adolph Blank collection designed by Christian Mann. Also April 24 at 2:00. By reservation. Contact: 563-6380. | ADOLPH BLANK; MARTINO BY CHRISTIAN MANN | 512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR |
| Wednesday April 23 4:00 P.M. Cocktails | OPENING OF FALL COLLECTION By invitation. Thereafter by appointment, 500 Seventh Ave., 15th floor. Contact: Marjorie Corbett, 244-2700. | GINALA | 500 CLUB 500 SEVENTH AVENUE |
| Wednesday April 23 5:00 P.M. Cocktails | OPENING OF FALL COLLECTION Showing of Ceil Chapman's collection. By invitation. Continuous thereafter. Contact: David Taxier, 947-9470. | CEIL CHAPMAN, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Thursday April 24 9:00 A.M. Breakfast | OPENING OF NEW COLLECTION Designed by Morton Myles. Showing at 9:30. By invitation. Thereafter in showroom, 19th floor. Contact: Gino De Georgio, 594-3000. | MALCOLM CHARLES (530 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| Thursday April 24 10:30 A.M. | OPENING: EARLY FALL COLLECTION By invitation. Showings at 2:30, beginning Tues., April 29. Contact: Murray Gross, LA. 4-5511. | SONY SCHOTLAND FOR GOLET | 225 WEST 37TH STREET SHOWROOM - 12TH FLOOR |
| Thursday April 24 11:30 A.M. | OPENING: ADVANCE FALL COLLECTION Designed by Philippe Tournaye. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112. | MORT SCHRADER | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Thursday April 24 12:30 P.M. Luncheon | ANNUAL KNITWEAR FASHION SHOW Presentation of new fashion concepts at 51st Annual Convention by: Allied Chemical; American Cyanamid; American Enka; Beaunit Fibers; Joseph Bancroft; Celanese; Dow Badische; DuPont; Eastman Chemical; FMC; American Viscose; Hystron; Malina; Monsanto; Phillips Fibers; The Wool Bureau. Fashion Show produced by Mia Grau. Press by invitation. Contact: Edward A. Brandwein, MU. 3-7520. | NATIONAL KNITTED OUTERWEAR ASSN. | AMERICANA HOTEL GRAND BALLROOM |
| Thursday April 24 12:30 P.M. Luncheon | FALL 1969 FASHION PREVIEW Preview for resident buyers and press of Fall, 1969 foundations, lingerie and loungewear. Cocktails at 12:00 Noon, Park Avenue Room. Show at 1:15. By invitation. (Daily informal showings, May 12-23, in showroom, 5th Floor). Publicity: Johanna Lee, PL. 7-9600. | KAYSER/PERMA-LIFT (640 FIFTH AVENUE) | DELMONICO HOTEL CRYSTAL BALLROOM |
| Thursday April 24 1:00 P.M. | OPENING: FALL AND WINTER COLLECTION Designed by George Samen. Contact: Mary Lou Levine, OX. 5-6234. | RICHARD BLAUNER'S BOUTIQUE | 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Thursday April 24 1:00 P.M. | OPENING OF EARLY FALL COLLECTION Also April 25 and 29 at 1:00. By reservation. Contact: PE. 6-0206. Publicity: Essie Pinsker, WI. 7-2514. | HARVEY BERIN | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday April 24 1:30 P.M. | OPENING: EARLY FALL COLLECTION By reservation. Contact: Salli Hackett, 736-6180. | ADRI | 550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| April 24 | 2:00 P.M. - ADOLPH BLANK by CHRISTIAN MANN, 512 Seventh Ave., 563-6380. | | |
| Thursday April 24 2:30 P.M. | OPENING OF FALL COLLECTIONS By reservation. Contact: PE. 6-6983. | BRANELL; MISS BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Thursday April 24 2:30 P.M. | OPENING: ADVANCE FALL COLLECTION Designed by Philippe Tournaye. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112. | M.S. COUTURE | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Thursday April 24 2:30 P.M. | OPENING: EARLY FALL COLLECTION Also April 29 at 2:30. By reservation. Contact: Estelle Marr, IO. 3-1600. | TRIGERE | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Thursday April 24 4:00 P.M. | OPENING OF FALL COLLECTION Coats, suits, costumes featuring synthetic fabrics exclusively. By invitation. Informal showings thereafter. Contact: Joel Grossman, PE. 6-2291. | BARBARELLA (512 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| Thursday April 24 4:00 P.M. | OPENING OF FALL COLLECTION Designed by Elinor Simmons. Also Wed., April 30 at 4:00. By reservation. Contact: Roslyn Shoenthal, 594-0030. | MALCOLM STARR | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Beginning Thursday April 24 | OPENING: EARLY FALL COLLECTION Continuous showings. Contact: PE. 6-0151. | CAMEO EVENING FASHIONS; FIVE-THIRTY P.M. | 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Beginning Thursday April 24 | OPENING OF EARLY FALL COLLECTION Designed by George Nardiello. By appointment. Contact: WI. 7-7457. | KIKI HART | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Sunday April 27 8:00 P.M. Supper- Dance | BENEFIT PREVIEW: PIAGET COLLECTION Claude Arpels hosts a champagne dinner-dance to present the 1969 Piaget collection, for benefit of Musicians Emergency Fund. By invitation only. Contact: Edith Kingston - Piaget, EL. 5-6488; Frances Cohen - Musicians Emergency Fund, PL. 1-0530; Angela Forenza--Van Cleef & Arpels, PL. 5-0740. | MUSICIANS EMERGENCY FUND(745 FIFTH AVE.) | RAFFLES SHERRY NETHERLAND HOTEL |
| Beginning Monday April 28 | OPENING: EARLY FALL COLLECTION Continuous showings. Contact: PE. 6-2663. | SAM FRIEDLANDER | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Monday April 28 | OPENING OF FALL KNITWEAR COLLECTION Continuous showings. Contact: Marie Victor, IO. 3-3035. | FRANK ADAMS FOR CHARLES LORD | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Beginning Tuesday April 29 | EARLY FALL "STATUS COLLECTION" Continuous showings. Contact: Bernie Buchwald, LA. 4-4562. | SAMUEL ROBERT BY VIOLA SYLBERT | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday April 29 9:00 A.M. Coffee | PRESS PREVIEW OF NEW PRODUCT "The Dream Machine"--Singer will introduce a new product (sewing machine, sewing book); and will invite the press to "meet the sewing bug." <u>Pre-sentation</u> at 10:00 A.M. By invitation. Publicity: Singer--Pamela Johnston, LT. 1-4800; or J. Walter Thompson--Miraed Peake, 686-7000. | THE SINGER COMPANY (30 ROCKEFELLER PLAZA) | PLAZA 9 HOTEL PLAZA |
| Tuesday April 29 11:00 A.M. | PRESS SHOWING: FALL LINGERIE By invitation. Contact: Marilyn Harding, 661-1300, Ext. 282. Resident buyers--Wed., April 30 at 10:00 and 2:30. Contact: Kay Keniry, 661-1300. | WARNER SLIMWEAR- LINGERIE | 90 PARK AVENUE SHOWROOM - 12TH FLOOR |
| Tuesday April 29 4:00 P.M. | OPENING OF FALL AT-HOME COLLECTION By reservation. Contact: Roslyn Shoenthal, 594-0030. | MALCOLM STARR INTERNATIONAL | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Wednesday April 30 12:30 P.M. Luncheon | FASHION SHOW AT LUNCHEON "Summer Sportswear" by Richard Nelund. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212. | WIPPETTE SPORTSWEAR (1407 BROADWAY) | BARBETTA RESTAURANT 321 WEST 46TH STREET |
| Wednesday April 30 7:30 P.M. | ANNUAL STUDENT FASHION SHOW Awards will be presented to students by designer-critics: Donald Brooks, Betsy Daniels, Erika Elias, Meredith Gladstone, Stanley Herman, David Kidd, John Moore, Leo Narducci, Norman Norell, Ilie Wacs, Chester Weinberg. Dinner at 9:00 P.M. Price: \$25.00 (Black Tie) Contact: Fashion Office, PL. 9-2214, Ext. 35. | PARSONS SCHOOL OF DESIGN (410 E. 54) | HOTEL PLAZA GRAND BALLROOM |
| Thursday May 1 10:30 A.M. | PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By invitation. Beginning Mon., May 5, daily at 9:30, by appointment. Contact: Arthur Scheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818. | PHILIP SILLS, INC.; BONNIE CASHIN DESIGNS | 48 WEST 37TH STREET SHOWROOM - 5TH FLOOR |
| Thursday May 1 11:00 A.M. & 2:30 P.M. | PRESS PREVIEW: FALL LINGERIE Preview of Fall-Winter lingerie and underfashions. For press and resident buyers, by invitation. Market shows, May 12-May 21 at 10:00, 11:30, 2:30. By reservation. Contact: MU. 9-4200, Ext. 257. | VAN RAALTE | 417 FIFTH AVENUE SHOWROOM - 2ND FLOOR |
| Thursday May 1 8:00 P.M. | FIRST PRINT FESTIVAL BALL Also hosted by the Fifth Avenue Assn. Tickets: \$50.00, per person, for Mayor's Committee on Playlots & Scholarships. Publicity: Elaine Gordon, Bell & Stanton, 909 Third Ave., PL. 9-4800. | AMERICAN PRINTED FABRICS COUNCIL | ROCKEFELLER PLAZA |
| Sunday May 4 | FALL COLLECTIONS IN CALIFORNIA BY LOS ANGELES FASHION GUILD Contact: Marjorie Carne, 213-627-1034. | | |
| Sunday May 4 5:30 P.M. | FALL COLLECTION IN CALIFORNIA By invitation. Contact: Walter Oppenheimer, 213-MA. 7-0806. | HEIGA (722 S. LOS ANGELES ST.) | BEVERLY HILLS HOTEL RODEO ROOM |

(continued on following page)

OPENINGS IN CALIFORNIA

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| Sunday May 4 6:30 P.M. | FALL COLLECTION IN CALIFORNIA By invitation. | WERLE (626 N. ROBERTSON, L.A.) Contact: Jose Fernandez or Terry Fry, | TONY DUQUETTE STUDIO LOS ANGELES 213-655-8926. |
| Thursday May 5 11:30 A.M. | FALL COLLECTION IN CALIFORNIA By invitation. Thereafter by appointment. | BERT GEIGER Contact: 213-627-5257. | 122 EAST 7TH STREET SHOWROOM - 6TH FLOOR |
| Monday May 5 3:00 P.M. | FALL COLLECTION IN CALIFORNIA Huber Latimer's premiere showing of his Fall collection for Irene. For reservations, contact: Margaret Fleming, | IRENE, INC. Contact: 213-879-2928. | 122 EAST 7TH STREET LOS ANGELES, CALIF. |
| Beginning Monday May 5 | FALL COLLECTION IN CALIFORNIA By appointment. | ELIS PORTER Contact: Lester Porter, | 666 N. ROBERTSON BLVD. LOS ANGELES 213-652-7450. |
| Tuesday May 6 4:30 P.M. | FALL COLLECTION IN CALIFORNIA Showing of Estevez Fall collection at 5:30. By invitation. Thereafter, Cocktails in showroom, by appointment, 10:30 and 2:30. | ESTEVEZ FOR NEAL (719 SO. L.A. ST.) Contact: 213-627-5427. | AQUARIUS THEATRE HOLLYWOOD, CALIFORNIA |
| Monday May 5 3:30 P.M. | FALL COLLECTION DESIGNED BY GUNTER By invitation. (Note change of date.) Thereafter, by appointment, in showroom, 24th floor. | PROJECT II (530 SEVENTH AVENUE) Contact: Maribeth Lubell, | THE WEAVERS CLUB 111 WEST 40TH STREET 564-5430. |
| Tuesday May 6 10:30 A.M. | PRESS PREVIEW: FALL COLLECTION Designed by Don Simonelli. Thereafter by appointment. | MODELIA Contact: PE. 6-8888. | 205 WEST 39TH STREET SHOWROOM - 14TH FLOOR |
| Tuesday May 6 2:30 P.M. | FALL COLLECTION One showing only. By reservation. | HANDMACHER-VOGEL BY MARIO FORTE Contact: Ben Goldstein, | 533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR 564-7832. |
| Tuesday May 6 4:30 P.M. | PREVIEW OF FALL LINGERIE Showing of Fall lingerie and introduction of "at-home" collection designed by Arthur Williams. By invitation. <u>Show at 4:30</u> , followed by cocktails. Contact: Dorothy Mohr, | SIREN LINGERIE CO. (105 MADISON AVENUE) 689-9450. | ST. REGIS ROOF |
| Tuesday May 6 4:30 P.M. Cocktails | BACK-TO-SCHOOL FASHION MUSICALE Children's wear show for press and buyers. <u>Presentation at 5:15</u> . By invitation. Contact: Stephanie Horton Simpson, | CELANESE FIBERS MARKETING COMPANY 867-2000. | WALDORF-ASTORIA STARLIGHT ROOF |
| Beginning Tuesday May 6 | OPENING OF FALL COLLECTION Continuous showings of sportswear, separates, dresses, at-home fashions, designed by Lois Anderson. Contact: Bernice Lewis, | MR. GEE 10. 4-6060. | 498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Wednesday May 7 10:30 A.M. | PREMIERE: FALL COLLECTION By invitation. Thereafter by appointment. Contact: Mr. Revell, | RONDINA MANZO, INC. DIV. OF SARMI 244-7270; or Solon Hausner, 947-7326. | 550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday May 7 5:00 P.M. Cocktails | DESIGN AWARD FASHION SHOW Second annual design award presentation and fashion show, "A Galaxy of Fashion," preceded by Planetarium show, "Captives of the Planets". By invitation. Publ.: Jacqueline Ryan - Streisand, Zuch & Freedman, 759-6850. | FOAM FASHION FORUM | HAYDEN PLANETARIUM CENTRAL PARK WEST(81ST) |
| Friday May 9 9:00 A.M. And 12:00 Noon | TWO SHOWINGS-- "WHAT IS YOUNG?" Co-chairmen: Anita Gallo, B. Altman & Co.; Ero Williams, Capezio. Prices: Breakfast--\$10.00, members; \$20.00, guests. Luncheon--\$15.00, members; \$25.00, guests. Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL BALLROOM |
| May 9 | 3:00 P.M.-TEAL TRAINA - PRESS SHOW. By invitation. (Opening May 13.) | | |
| Monday May 12 10:45 A.M. | OPENING OF FALL COLLECTION Also June 2, 5 at 10:45. By invitation. Contact: PE. 6-2663. | SAM FRIEDLANDER | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday May 12 12:00 Noon | OPENING OF FALL COLLECTION Showing May 12 at 2:00 P.M.; also May 13, 15, 19, 20, 21 at 12:00 Noon. Contact: LW. 4-0454. | GEOFFREY BEENE | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Monday May 12 2:30 P.M. | SHOWING OF FALL COLLECTION Additional showings at 4:00 P.M.; May 15, 20, 22, and June 3. By reservation. Contact: Don Koniak, OX. 5-1350. | JOHN MOORE, INC. | 550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Monday May 12 4:00 P.M. Cocktails | PRESS PREVIEW: FALL COLLECTION By invitation. Buyer showings: May 13, 20, 27, June 3 at 1:00 P.M. By reservation. Contact: Lee Lerner, IO. 3-0988. | HANNAH TROY BY MURRAY NIEMAN | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Monday May 12 4:00 P.M. | SHOWING OF FALL- WINTER COLLECTION Anne Klein's complete day-to-night wardrobe collection. By invitation. Thereafter by appointment only. Contact: Steve Harrison, 279-9915. | ANNE KLEIN & COMPANY | 205 WEST 39TH STREET SHOWROOM - 3RD FLOOR |
| Monday May 12 5:30 P.M. Cocktails | OPENING OF FALL COLLECTION Complete Fall collection. By invitation. Thereafter in showroom, 29th floor, by appointment. Contact: Bob Loeb, LA. 4-7900. | GAYLE KIRKPATRICK (530 SEVENTH AVENUE) | DELMONICO'S BALLROOM |
| Monday May 12 6:00 P.M. | FALL FASHIONS IN DEEP PILE FABRICS Men's, women's and children's Fall collections in fabrics from Glenoit U.S. and U.K. By invitation. Contact: Violet Porte, 594-1320. | GLENOIT MILLS, INC. | WALDORF-ASTORIA SERT ROOM |
| Beginning Monday May 12 | EARLY FALL COLLECTIONS Ready-to-wear by: Castillo, Lanvin, Guy Laroche, Jean Patou, Madeleine de Rauch, Philippe Venet. Contact: 755-7171. Publ.: Ruth Hammer, 246-4818. | PARIS COLLECTIONS | 1 EAST 54TH STREET SHOWROOM - ROOM 601 |
| Beginning Monday May 12 | OPENING OF FALL COLLECTION Contact: IO. 5-3250. Publicity: Betty Flannery, IE. 2-2571. | RAFFAELE | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday May 13 9:30 A.M. | OPENING OF FALL COLLECTION Also May 15, 20, 22 at 9:30. By reservation. Contact: WI. 7-4551. | TIFFEAU-BUSCH | 550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Tuesday May 13 10:30 A.M. | OPENING OF FALL COLLECTIONS Also May 15, 21 and June 5 at 10:30. Contact: Lucille Tice, LO. 4-2155. | CHUCK HOWARD; CHUCK HOWARD BOUTIQUE | 550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Tuesday May 13 12:00 Noon | OPENING OF FALL COLLECTION Also May 14 and May 20 at 12:00 Noon. By reservation. Contact: BR. 9-5012. | MOLLIE PARNIS | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Tuesday May 13 1:00 P.M. | OPENING OF FALL COLLECTION Also May 14, 19, 20, June 2, 3 at 1:00. By reservation. Contact: Jean Roberts, LA. 4-3520. | TEAL TRAINA | 550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| Tuesday May 13 1:00 P.M. | OPENING OF FALL COLLECTION Also, June 3 and 10 at 1:00. By appointment. Contact: LO. 4-0462. | JUNIOR SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Tuesday May 13 2:00 P.M. | OPENING OF FALL COLLECTION Also May 20 and June 4 at 2:00. Contact: Stuart Kreisler, LA. 4-9350. | OSCAR DE LA RENTA BOUTIQUE | 550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| Tuesday May 13 2:30 P.M. | OPENING OF FALL COLLECTION Also May 15 at 2:30. By reservation. Contact: Mary Kloss, LO. 4-9220. | CHRISTIAN DIOR- NEW YORK, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Tuesday May 13 4:00 P.M. Aperitif | SEVENTIETH ANNUAL FASHION COLLECTION Showing of designs by students. Presentation at 4:30. By invitation. Contact: Mrs. Gina Miller, 622-2200, Ext. 314 or 383. | PRATT INSTITUTE (BROOKLYN) | HOTEL ROOSEVELT GRAND BALLROOM |
| Tuesday May 13 5:00 P.M. Cocktails | PRESS PREVIEW: NEW COLLECTION First collection of American-made ready-to-wear, designed by Pierre Cardin. By invitation. Thereafter, by appointment, in showroom, 15th floor. Contact: Gayle Osman, 279-3091. | PIERRE CARDIN (205 WEST 39TH STREET) | FRENCH CONSULATE 934 FIFTH AVE. (79 ST.) |
| Wednesday May 14 10:30 A.M. | OPENING OF FALL COLLECTION Also May 16, 20, June 3 at 10:30 A.M. By reservation. Contact: CH. 4-2616. | SAMUEL WINSTON | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Wednesday May 14 11:30 A.M. | OPENING OF FALL COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991. | MIGNON | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Wednesday May 14 2:30 P.M. | FALL COLLECTION BY BILL BLASS Also May 20, 22, and June 3, 5 at 2:30. By reservation. (Press show Mon., May 19 at 3:00 P.M., by invitation.) Contact: LA. 4-6968. | MAURICE RENTNER, LTD. | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| May 14 | 4:00 P.M. - CHESTER WEINBERG--PRESS SHOW. By invitation. | | |
| Wednesday May 14 6:00 P.M. | PRESS SHOWING OF FALL COLLECTION Also, Tues., May 20 at 5:30. By reservation. Contact: PL. 2-0727. | BABA | 18 EAST 53RD STREET SHOWROOM - 9TH FLOOR |
| Thursday May 15 11:00 A.M. | OPENING OF FALL COLLECTION Also May 19 and June 2 at 11:00. By appointment. Contact: 564-3857. | ANDREW WOODS | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Thursday May 15 12:00 Noon | PRESS PREVIEW OF FALL COLLECTION Ben Shaw and Bill Miller will present their Fall collection to the press. By invitation. Thereafter by appointment. Contact: 594-6880. | MILBO, INC. | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Thursday May 15 2:00 P.M. | OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Ethel Shields, 736-1310. | RENBROOK COUTURE; RENBROOK FASHIONS | 205 WEST 39TH STREET SHOWROOM - 9TH FLOOR |
| May 15 | 2:30 P.M. - OSCAR DE LA RENTA--PRESS SHOW. By invitation. | | |
| Thursday May 15 4:00 P.M. | OPENING OF FALL COLLECTION Also May 20, 22, 27 at 4:00. By reservation. Contact: WI. 7-8235. | DONALD BROOKS | 550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Thursday May 15 4:00 P.M. | OPENING OF FALL COLLECTION Also May 19, 21, 26, June 2 at 4:00 P.M. By reservation. (<u>Press show Wed., May 14, at 4:00, by invitation.</u>) Contact: Bob Presser, CH. 4-3877. | CHESTER WEINBERG | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Thursday May 15 5:30 P.M. | PREVIEW OF FALL COLLECTION After-five, evening, and debutante collection; also special group of hostess fashions. By invitation. Thereafter by appointment. Contact: Wilhelmina Von Heflick, 755-5529. | EVA HAYNAL | 435 FIFTH AVENUE SHOWROOM - 6TH FLOOR |
| Thursday May 15 5:30 P.M. Cocktails | OPENING OF FALL COLLECTION Showing at 6:00. By reservation. Thereafter in private suite, by appointment. Contact: 550 E. 10th St., Oakland, Calif., 415-444-5070. | RICHARD TAM | HOTEL PLAZA WHITE & GOLD SUITE |
| Beginning Thursday May 15 | FALL COATS AND PANTSUITS Contact: Marty Oshrin, 594-0352. Publicity: Stutman Assoc., 247-2662. | JUNIOR GALLERY BY NAT HIRSCH | 250 WEST 39TH STREET SHOWROOM - 10TH FLOOR |
| Friday May 16 9:00 A.M. Breakfast | PREMIERE SHOWING: FALL COLLECTION "Multiple Designing"--the boutique look in dresses, tunics, pants, jump-suits, blouses for day through evening--Marion Digney's first Fall showing. By invitation. Publicity: Morfa Mansi, 753-6640 or 753-6571. | MARION DIGNEY, LTD. (14 EAST 52ND STREET) | CENTRAL PK. ZOO CAFE 64TH & 65TH AT FIFTH AV. |
| Friday May 16 10:30 A.M. | OPENING: FALL COLLECTION Also May 21, 28, June 4 at 10:30. By reservation. (<u>Press show Thurs., May 15 at 2:30, by invitation.</u>) Contact: Mabel Glemby, LA. 4-9350. | OSCAR DE LA RENTA | 550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Friday May 16 12:00 Noon | OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 594-5483. | ANNEMARIE GARDIN | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Monday May 19 8:30 A.M. Breakfast | FALL HANDBAG PRESENTATION "Superstars Fall '69"--a handbag extravaganza. By invitation. Publicity: Mary Woolley, Firestone Associates, 924-4728. | NATIONAL HANDBAG ASSN. (347 FIFTH AVE.) | HOTEL PIERRE BALLROOM |
| May 19 | 3:00 P.M.--BILL BLASS-MAURICE RENTNER PRESS SHOW. By invitation. | | |
| Monday May 19 5:00 P.M.- 7:00 P.M. | "STAR FEST FOR SPRING '70" Fabric presentation for press and manufacturers. By invitation. Contact: Sue Eastman, OX. 5-1000. | J.P. STEVENS | HOTEL PIERRE GRAND BALLROOM |
| Tuesday May 20 9:00 A.M. Coffee | FALL AND WINTER ITALIAN COLLECTION Ready-to-wear by Ognibene-Zendman; also, cocktail and evening fashions by Lady Garbell. Peter Zendman will be present. By invitation. Thereafter by appointment. Contact: Nubia Braschi or Ellen Engel, PL. 5-2340. | MODA ROMANA | ST. REGIS MEZZANINE |
| Tuesday May 20 10:00 A.M. | FALL COLLECTION DESIGNED BY MOLLY Also, May 22, June 3, 5, 10 at 10:00 A.M. Contact: PE. 6-7121. | JACK SARNOFF, INC. | 512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| Tuesday May 20 10:30 A.M. | OPENING OF FALL COLLECTION Also May 21 at 10:30. By invitation. Thereafter by appointment. (<u>Press Show</u> : Tues., May 20 at 3:00 P.M., by invitation.) Sarmi contact: Dorothy Herme, 244-7270; Nando contact: Marie Lippi, 947-7326. | SARMI, INC. NANDO COUTURE, LTD. | 550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| Tuesday May 20 11:00 A.M. | OPENING OF FALL COLLECTION Designed by David Kidd. Also, May 22, June 4, 6, 10 at 11:00 A.M. Contact: BR. 9-5794. Publicity: Eleanor Lambert, MU. 8-2130. | MARQUISE | 512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR |
| May 20 | 3:00 P.M. - SARMI--PRESS SHOW. By invitation. Opening at 10:30 (See above) | | |
| Tuesday May 20 4:00 P.M. | OPENING OF FALL COLLECTION By invitation. Showings thereafter by appointment. Contact: Kay Blockley, 582-0924. | STAVROPOULOS | 16 WEST 57TH STREET SHOWROOM - 4TH FLOOR |
| Wednesday May 21 9:45 A.M. Coffee | PRESS PREVIEW: "IN ORBIT WITH MR. FRED" Fall/Winter collection: Miss Fur & Sport; Fur & Sport-Men; Fur & Sport-2001; Mr. Fred Boutique. <u>Show at 10:15</u> . By invitation. Publicity: Lisa Curtis, 684-7444. Buyer showings, May 22-June 28. Contact: 736-8516. | MR. FRED FOR FUR & SPORT, INC. | 224 WEST 30TH STREET SHOWROOM - 11TH FLOOR |
| Wednesday May 21 10:00 A.M.& 3:00 P.M. | OPENING OF FALL COLLECTION Showings at 10:00 A.M. and 3:00 P.M. By appointment. Continuous thereafter. Contact: Janet Bonomo or Gene Schweitzer, 594-5660. | LEO NARDUCCI | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |

1970

JANUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

FEBRUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

MARCH

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

APRIL

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

MAY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

JUNE

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

JULY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

AUGUST

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

SEPTEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

OCTOBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

NOVEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

DECEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |